



AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION AND LOCATION

WBRC FOX 6

Date 10/30/2012

(being)

I, Liz Elder (on behalf of) The Committee to Elect Jim Neill

a legally qualified candidate of the Republican political party for the office of Jefferson County Circuit Judge Place 27

in the General election to be held on 11/6/12, do hereby request time as follows:

Length of Broadcast See insertion order	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. Of Weeks	Rate
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Date of First Broadcast

Date of Last Broadcast

Total Charges: _____

The broadcast time will be used by Jim Neill

I represent that the payment for the above-described time has been furnished by The Committee to Elect Jim Neill and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; (X) a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above stated broadcasts. For the above stated broadcasts I also agree to prepare a script or transcription which will be delivered to the station at least _____ before the time of the scheduled broadcasts. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast). The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: the preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date: 10-30-12 Liz Elder on behalf of the Committee to Elect Jim Neill
(Candidate or Agent)

☒ Accepted ☐ Rejected

By [Signature] Title GSM

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

TV

November 2012

844010

Market:

Birmingham

Client:

The Committee to Elect Jim Neill

Campaign:

Jim Neill for Jefferson County Circuit Judge Place 27

Flight Dates:

November 2 - November 6, 2012

Buyer:

Liz Elder

Phone:

205-515-9639

Email:

liz@eldermedia.com

Station/Daypart	Day(s)	Time	Length	Program	Nov 2	Nov 5	Spots	Gross Rate	Gross Cost	Net Rate	Net to Station
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WBRC/FOX6

EM	---F-- ✓	06:00A-7:00A	30	FOX6 GOOD DAY	1 ✓		1	\$510.00	\$510.00	\$433.50	\$433.50
EM	MT--- ✓	06:00A-7:00A	30	FOX6 GOOD DAY		4 ✓	4	\$510.00	\$2,040.00	\$433.50	\$1,734.00
EM	---F-- ✓	07:00A-8:00A	30	FOX6 GOOD DAY	1 ✓		1	\$345.00	\$345.00	\$293.25	\$293.25
EM	MT--- ✓	07:00A-8:00A	30	FOX6 GOOD DAY		4 ✓	4	\$345.00	\$1,380.00	\$293.25	\$1,173.00
EN	M----- ✓	06:00P-6:30P	30	FOX6 NEWS @ 6P		1	1	\$715.00	\$715.00	\$607.75	\$607.75
LN	---F-- ✓	08:00 pm - 09:30 pm	30	FOX 6 NW 930	1		1	\$860.00	\$860.00	\$731.00	\$731.00
LF	---F-- ✓	10:20 pm - 11:05 pm	30	SIDELINE		1	1	\$750.00	\$750.00	\$637.50	\$637.50
WE	---S- ✓	07:00 am - 09:00 am	30	FOX 6-SAT MORN	1		1	\$240.00	\$240.00	\$204.00	\$204.00
WE	---S- ✓	07:00 am - 09:00 am	30	FOX 6-SU MORN	1		1	\$225.00	\$225.00	\$191.25	\$191.25

TOTAL WBRC:

5 10 15 \$7,065.00 \$6,005.25

Campaign Comments: IMPORTANT NOTE: ALL POINTS AND BUDGET PLACED MUST RUN WITHIN DESIGNATED FLIGHT

1. BROADCAST BILLING ON ALL ORDERS
2. ALL MAKEGOODS MUST BE APPROVED BY THE BUYER PRIOR TO AIRING
3. ALL MAKEGOODS SHOULD BE SUBMITTED TO THE AGENCY WITHIN 48 HOURS OF NOTIFICATION
4. ALL MAKEGOODS MUST RUN WITHIN DESIGNATED FLIGHT DATES
5. REASON FOR MAKEGOOD AND TARGET POINTS SHOULD BE INCLUDED ON MAKEGOOD FORM
6. STATION CONFIRMATIONS DUE TO BUYER WITHIN 72 HOURS OF PLACED ORDER

THE AGENCY SHALL BE SOLELY LIABLE FOR PAYMENT OF MEDIA CHARGES ONLY TO THE EXTENT, IF ANY, THE AGENCY HAS RECEIVED PAYMENT FOR SUCH CHARGES FROM THE ADVERTISER, EXCEPT TO THE EXTENT THE AGENCY HAS BEEN PAID BY THE ADVERTISER, THE ADVERTISER SHALL BE SOLELY LIABLE FOR PAYMENT OF ALL SUCH MEDIA CHARGES.

PLEASE PRINT, SIGN, SCAN AND EMAIL THIS TO LIZ ELDER AS YOUR CONFIRMATION OF RECEIPT AND ACCEPTANCE OF THIS ORDER.

Accepted By: _____ Date: _____



WBRC-TV

ORDER

Print Date 10/31/12 Page 1 of 2

Flight Dates 11/02/12-11/06/12

Contract / Revision 844010 /

Original Date / Revision
10/31/12 10/31/12

Advertiser Jim Neill for Jefferson Coun

Agency Elder Media

Buying Contact

4759 Quarter Staff Road
Birmingham, AL 35223

Product

Political - Nov 2012

Agency Com 15%

Billing Contact

4759 Quarter Staff Road
Birmingham, AL 35223

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL80

Priority P 2

Advertiser Ref

Primary Account Executive
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	15	\$6,005.25	\$7,065.00	0.00
Totals	15	\$6,005.25	\$7,065.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	15	\$6,005.25	\$7,065.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	11/02/12	11/06/12	Good Day Alabama 6-7a GDA 6-7am	Comm	6-7am	MT--F--	:30	1	\$510.00	P 2	0.00	NM	5	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$510.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$510.00		0.00			
N 2	WBRC	11/02/12	11/06/12	Good Day Alabama 7-9a GDA 7-9am	Comm	7-9am	MT--F--	:30	1	\$345.00	P 2	0.00	NM	5	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 10/31/12

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Contract / Revision **844010** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Jim Neill for Jefferson Cou** Product **Political - Nov 2012**

Estimate #

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 2	WBRC	11/02/12	11/06/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	MT--F--	:30	1	\$345.00	P 2	0.00 NM	5	\$1,725.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$345.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		4				\$345.00		0.00			
N 3	WBRC	11/05/12	11/05/12	6pm News 6pm News	Comm	6-630pm	M-----	:30	1	\$715.00	P 2	0.00 NM	1	\$715.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$715.00		0.00			
N 4	WBRC	11/05/12	11/05/12	MF 9pm News M-F 9pm News	Comm	9-930pm	M-----	:30	1	\$860.00	P 2	0.00 NM	1	\$860.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$860.00		0.00			
N 5	WBRC	11/02/12	11/02/12	Sideline Sideline	Comm	1020-1105pm (10:20 PM-11:05 PM)	----F--	:30	1	\$750.00	P 2	0.00 NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$750.00		0.00			
N 6	WBRC	11/03/12	11/03/12	Saturday Morning News Saturday Morning News	Comm	7-9am	-----S-	:30	1	\$240.00	P 2	0.00 NM	1	\$240.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$240.00		0.00			
N 7	WBRC	11/04/12	11/04/12	Sunday Morning News Sunday Morning News	Comm	7-9am	-----S	:30	1	\$225.00	P 2	0.00 NM	1	\$225.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$225.00		0.00			
													Totals	15	\$7,065.00